





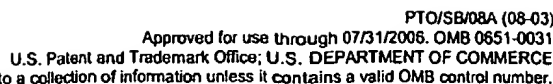


## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of Invention	Scheduling and Presenting IPG Ads in Conjunction with Programming Ads in a Television Environment.						
Application Number: 09/749255							
Confirmation Number: 5795							
First Named Applicant: Gregory Flickinger							
Attorney Docket Number: T727-10							
Art Unit: 2611							
Examiner: Brian Shelton							
Search string: ( 6425134 or 6459427 or 6631523 or 6675385 or 6446082 ).pn.							
<b>US Patent Documents</b>							
Note: Applicant is not required to submit a paper copy of cited US Patent Documents							
init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
BS	1	6425134	2002-07-01	CRANDALL			
BS	2	6459427	2002-10-01	MAO			
BS	3	6631523	2003-10-01	MATTHEWS			
BS	4	6675385	2004-01-01	WANG			
BS	5	6446082	2002-09-01	ARITA			
<b>Signature</b>							
Examiner Name				Date			
				10/22/04			



Substitute for form 1449/PTO

**(Use as many sheets as necessary)**

Sheet	1	of	2
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**Complete if Known**

Application Number	09/749,255
Filing Date	27 DECEMBER 2000
First Named Inventor	FLICKINGER
Art Unit	2611
Examiner Name	SHELTON, BRIAN K.
Attorney Docket Number	T727-10

## U. S. PATENT DOCUMENTS

[illegible]

## FOREIGN PATENT DOCUMENTS

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>2</sup>
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>5</sup> (if known)				
BS	BE	WO9955066A1	10-28-1999	Zetmeir, Karl D		

**Examiner  
Signature**

Baron Decker

Date  
Considered

10/22/04

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. <sup>1</sup> Applicant's unique citation designation number (optional). <sup>2</sup> See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04. <sup>3</sup> Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup> For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup> Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. <sup>6</sup> Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**Complete if Known**

<b>Application Number</b>	09/749,255
<b>Filing Date</b>	27 DECEMBER 2000
<b>First Named Inventor</b>	FLICKINGER
<b>Art Unit</b>	2611
<b>Examiner Name</b>	SHELTON, BRIAN K.
<b>Attorney Docket Number</b>	T727-10

Sheet	2	of	2
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## NON PATENT LITERATURE DOCUMENTS

[illegible]

Examiner Signature		Date Considered	10/22/04
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\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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# Electronic Information Disclosure Statement

## Scheduling and Presenting IPG Ads in Conjunction with Programming Ads in a Television Environment

Application:   
09/749255

Confirmation: 5795

Applicant(s): Gregory Flickinger

Docket Number: T727-10

Group Art Unit: 2611

Examiner: Unknown




search string: (5600364 or 5635978 or 5758259 ).pn.

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■ *That each item of information contained in the information disclosure statement was cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.*

### US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Citation No.	Patent Number	Date	Bar Code	Patentee	Class	Subclass
BS	P01	5600364	1997-02-04		Hendricks et al	348	1
BS	P02	5635978	1997-06-03		Alten et al	348	7
BS	P03	5758259	1998-05-26		Lawler	155	5.1




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### Signature

Examiner Name	Date
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